

King, Valerie A.

From: Kimberly Prchal [Kimberly.Prchal@mdsps.com]
Sent: Wednesday, July 21, 2004 7:44 PM
To: valerie.a.king@pmusa.com
Cc: Jacqueline Mowitz; Kelli Hogeland
Subject: Advertising Time

Sensitivity: Confidential

Valerie,

Last week you had requested information with regards to lead in time for LNK advertising. Here is Kelli's response:

Print ads - 3 days
Radio ads - 7 days
Database mailings - 5 days

Please let us know if you need further information.

Thanks
Kim

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